

AUSTRALIA

STATSBX

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POPULATION 23,933,832
TV HOUSEHOLDS 8,660,532
TV PENETRATION 100%
HOUSEHOLD SIZE 3.5
CABLE TV PENETRATION 35.5%
DTT PENETRATION 96.6%
SATELLITE TV SUBSCRIBERS 100,000
MULTICHANNEL HOMES 3,000,000
MULTICHANNEL PENETRATION 36.5%
NON-TERRESTRIAL TV CONNECTIONS 3,000,000
INTERNET PENETRATION 93.5%
BROADBAND SUBSCRIBERS 12,570,122
INTERNET-CONNECTED TV PENETRATION 32% of households
PVR PENETRATION 56.9% of households
SMARTPHONE PENETRATION 77% of Australians aged 16+
TABLET DEVICE PENETRATION 48.2% of households
OTT PENETRATION 168.747

SOURCES:

-Asia Pacific Multichannel TV 2016, by CASBAA
 -Australian Bureau of Statistics
 -Australian Multi-Screen Report 4Q 2016 from OzTAM
 -OzTAM Universe Estimates 2Q 2016 - Individuals
 -Internet Live Stats, Internet Users by Country (2016)
 -Multichannel Television Advertising in Asia, Countries, Australia, by CASBAA
 -SNL Kagan APAC OTT

Internet Television in Australia

Internet television in Australia is the digital distribution of movies and television content via the internet. In Australia, internet television is provided by five major pay-per-view providers, in addition to several niche television streaming services. Australia's five major free-to-air television networks all offer catch up TV of previously broadcast content to watch via the Internet or via podcasts - drawing on both domestic and foreign content.

A feature of Internet television is that a user can view TV or video on demand. Some distributors provide content as downloads, while other streaming media; the main difference being that with downloads the end-user must have storage capacity for the content on their device and must wait for the download to be completed before the content can be viewed, while streamed content can be viewed almost immediately, but is not stored for a later second viewing.

Whether downloaded or streamed, video files over the Internet are usually

metered in Australia, with most ISPs setting download quotas which can limit the download that a subscriber can make without incurring additional costs. ISPs also provide plans with unlimited downloads. Some ISPs offer downloads on a quota-free basis for partnered television services, which is also known as "unmetered" content.

Internet television is a type of over-the-top content. "Over-the-top" (OTT) is the delivery of audio, video, and other media over the Internet without the involvement of a multiple-system operator (such as a cable television provider) in the control or distribution of the content.

National Geographic App

National Geographic announced a ground breaking partnership in Australia with telecommunications provider Optus, to launch a global first National Geographic app which brings together a treasure trove of videos, images and print articles, including the work of its explorers, photographers, filmmakers, scientists and conservationists.

Launching in Australia first and exclusively with Optus, to be followed with roll-out across Asia Pacific and Middle East the app gives users the chance to explore the world of National Geographic like never before. In one world-first app, users can choose to read from the huge range of articles, watch a short video or an entire documentary series, or scroll through some of the world's most breathtaking photography. Every Optus customer will have their own unique experience while using the National Geographic App, with content fully personalised to suit them - all without using their data.

FREE-TO-AIR

AUSTRALIAN BROADCASTING CORPORATION

ABC Ultimo Centre, 700 Harris Street
 Ultimo NSW 2007, GPO Box 9994
 Sydney, Australia
 Tel: +61 2 8333 1500
 Fax: +61 2 8333 5344
 Website: www.abc.net.au

NETWORK TEN

1 Saunders Street, Pyrmont NSW 2009
 GPO Box 10, Australia
 Tel: +61 2 9650 1010
 Fax: +61 2 9650 1111
 Website: www.tenplay.com.au

NINE NETWORK

(NINE ENTERTAINMENT CO.)
 24 Artarmon Road, Willoughby
 Sydney, NSW 2068
 Tel: +61 2 9906 9999
 Website: www.ninemsn.com.au

PRIME7

New England, Highway,
 Tamworth, Australia, NSW 2340
 Tel: +61 2 6761 9777
 Website: www.prime7.com.au
 Email: prime7@prime7.com.au

SPECIAL BROADCASTING SERVICE (SBS)

14 Herbert Street, Artarmon
 Sydney, NSW 2064
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 Website: www.sbs.com.au
 Email: comments@sbs.com.au

SEVEN NETWORK LIMITED

38-42 Pirrama Road,
 Pyrmont, Sydney, NSW 2009
 Tel: +61 2 8777 7361
 Website: www.inside7.com.au
 Email: jakelly@seven.com.au

SOUTHERN CROSS MEDIA GROUP

Level 15, 50 Goulburn Street
 World Square, Sydney NSW 2000
 Tel: +61 (0)2 9375 1041
 Fax: +61 (0)2 9367 5557
 Website: www.southerncrossastereo.com.au

WIN TELEVISION

Level 5, 1 Saunders Street
 Pyrmont Sydney NSW 2009
 Tel: +61 02 - 8907 9999
 Fax: +61 02 - 9955 9599

PAY-TV

AAPT

Level 23, 680 George Street
 Sydney, NSW 2000
 Tel: +61 2 8277 5405
 Website: www.aapt.com.au

BBC AUSTRALIA

Suite 1, Level 1
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 McMahon's Point, NSW 2060 Australia
 Tel: +61 2 9744 4500
 Fax: +61 2 9870 7317
 Website: www.bbc.com.au

FETCH TV

Level 5, 61 Lavender St
 Milsom's Point, NSW 2061, Australia
 Tel: +61 2 8014 5180
 Website: www.fetchtv.com.au
 Email: contactus@fetchtv.com.au

FOXTEL

5 Thomas Holt Drive, Level 4
 North Ryde, Australia, NSW 2113
 Tel: +61 (02) 9813 6000
 1300 785 622
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 Website: www.foxtel.com.au
 Email: corporateaffairs@foxtel.com.au

IINET LIMITED

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 Subiaco, Perth, WA 6008
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OPTUS TV

Suite 408, 15 Lime Street
 Sydney, NSW, 2000
 Tel: 13 0044 3012
 Website: www.optus.com.au
 Email: support2@obcsydneynorth.com.au

SBS TELEVISION

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TELSTRA MEDIA

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 Website: media.telstra.com.au
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 james.ellia@tbcmlbournecity.com.au

PRODUCTION STUDIOS

ACCOMPLICE FILMS

887 Ann Street
 Fortitude Valley 4006, QLD
 Tel: +61 413 949 497
 Website: www.accomplice.tv
 Email: grey@accomplice.tv

ACTIVETV AUSTRALIA

123 Bridge Street
 Port Melbourne, Victoria
 3207 Australia
 Tel: +61 3 9647 5000
 Fax: +61 3 9682 1530
 Website: www.activetv.tv
 Email: australia@activetv.tv

AMBIENCE ENTERTAINMENT

6 Lanceley Place, PO Box 72,
 Artarmon NSW 1570
 Tel: +61 2 9478 5000
 Website: www.ambienceentertainment.com
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AUSTRALIAN CHILDREN'S TELEVISION FOUNDATION

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 Fitzroy Victoria 3065, Australia
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BANIJAY GROUP AUSTRALIA (SCREENTIME)

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 Crow's Nest NSW 2065
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 Email: reception@screentime.com.au

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